

H O N D A

Rebranding The Odyssey



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OUR AGENCY



Braden Ketch

Account Manager



MaryKate Gatewood

Public Relations Director



Blair Bowman

Media Director



Sara Seebaum

Account Planner



Gabrielle Carrasco

Creative Director



Landes Wiscarver

Pitch Supervisor



Kalee Brightmire

Associate Creative Director



OUR AGENCY



Aspire to inspire before you expire.

We cannot become what we want to be by remaining who we are. Our agency strives to take companies to the next level and help them grow to their fullest potential. We fully believe that the advertising industry is constantly changing and it is our job to stay up to date with the latest news and trends. We are always looking to create fun, authentic ideas that get consumers engaged and spread awareness about brands.

At Creative Visions, we put the clients first. Our team of talented advertising professionals ensure that a brand's message is our top priority. We look for 100% client satisfaction with all of our work and our goal is to provide excellent service for your company as well.



EXECUTIVE SUMMARY

Honda, one of the world's leading automobile companies, was founded in 1948 by Soichiro Honda and Takeo Fijisawa. Honda's headquarters are located in Tokyo, Japan. The product our agency is focusing on is the North American Honda Odyssey, a minivan manufactured by the automotive company.

As an agency, our goal is to identify key stakeholders and target audiences to best deliver messages regarding the Honda Odyssey. The agency has done research on the public to determine the product's target audience, including the collection of Citrix census data and surveys to determine key factors and perceptions surrounding the Odyssey. We have also created tactics to increase popularity of the Odyssey and ways to reach our target audience.

Research suggests that our primary target is women between the ages of 18-24 and 35-45 (approx. index figures) with an income of \$150,000-\$199,000. It also states that this range of women are mothers with a college degree. We will use this information to reach this specific audience. Some tactics we will use include billboard ads, print ads and digital ads through Instagram and Spotify. Our agency also created the slogan, "still got it," which is intended to appeal to the target audience. This research and these tactics will allow us to reach our target audience and create more awareness, action and impressions toward the Honda Odyssey.

SITUATION ANALYSIS

"At Honda, The Power of Dreams drives us to create intelligent products that enhance mobility and increase the joy in people's lives."

Brand recognition and a competitive presence across 7 continents have established Honda as a leading company in mobility. Founded in 1948 in Hamamatsu, Japan, Honda opened its first U.S. storefront in Los Angeles, CA, in 1959. Today, Honda focuses on the innovation of mobility technology to create a greener, safer and more efficient future.

"We're not thinking just about today or tomorrow, but preparing for the next 50 years of mobility, and we continue to think about how we can advance all stages of human mobility: walking, riding, driving and flying."

—Frank Paluch, President of Honda R&D Americas, Inc.

Honda was the first company to meet the Clean Air Act standards in the 1970s. This would be the company's first movement in the direction of environmental sustainability, which remains an integral part of the organization's goals, as it plans to have three quarters of all vehicles powered by electricity in some way by 2030 and to cut its CO₂ emissions in half by 2050.

Today, the company continues to set new standards in innovation and mobility with continued global success across a variety of markets.

SWOT ANALYSIS

STRENGTHS

- STRONG BRAND RECOGNITION
- STABLE MARKET
- GLOBAL PRESENCE
- VARIETY OF PRODUCTS
- POSITIVE REPUTATION
- BRAND LOYALTY

WEAKNESSES

- NORTH AMERICAN MARKET DEPENDENCE
- CHANGING MARKET TRENDS
- LACK OF RESEARCH OR INNOVATION INTO NEW TECHNOLOGIES

OPPORTUNITIES

- MARKET INNOVATIONS AND RESEARCH
- CONSUMER INTEREST
- EXPANDING TARGET AUDIENCES
- ECO-FRIENDLY PRODUCTS

THREATS

- GROWING COMPETITION
- GLOBAL MARKET TRENDS
- GLOBAL MARKET REGULATIONS
- FLUCTUATING GAS PRICES
- EXPANDING TRANSPORTATION OPTIONS

COMPETITIVE ANALYSIS

Chrysler Pacifica

- \$26,995 base price
- 28 MPG
- Over 100 safety features
- Hybrid option with a 33-mile electric range
- Connect Theater for hours of fun



Toyota Sienna

- \$29,750 base price
- 27 MPG
- All-Wheel Drive option
- Bold Modern Look
- Lane Departure Alert
- Dual-View Blu-Ray Disc Entertainment Center



Kia Sedona

- \$27,000 base price
- 25 MPG
- Cutting Edge Innovation
- Apple CarPlay and Android
- Auto Connectivity
- Smart Cruise Control and Blind-Spot Detection



PERSONA

Debbie Smith

Background

- Brand Consultant for leading accounting firm
- Completed undergraduate marketing degree at Georgetown
- Is married with two young children.

Demographics

- Female
- Age 35
- Annual Household Income: \$170,000

Goals

- Professional success
- Successful future for her children
- Personal fulfillment with hobbies and interests

Hobbies & Interests

- Fashion blogging and photography
- Traveling with her husband or close friends
- Volunteering with her children's school boards

PERSONA



Challenges

- Busy work and home schedule
- Balancing obligations with hobbies and interests

Common Objectives

- Maintaining order within her family
- Staying on schedule with all family activities

Biggest Fears

- Not giving her children the life she always wanted for them
- Failing to feel fulfilled in work and at home
- A lack of purpose or motivation, personally or professionally

RESEARCH QUESTIONNAIRE

[186 people surveyed]

Gender:

Female-163

Male-19

Age:

18-24: 151

25-30: 5

31-40: 5

41-55: 19

56+: 4

Level of Education:

High School Student: 5

High School Graduate: 40

Completed some College: 81

Associate Degree: 15

Bachelor's Degree: 29

Master's/PHD: 12

Average Income:

Less than \$25,000: 124

\$25,000-\$34,999: 7

\$35,000-\$49,999: 9

\$50,000-\$74,999: 14

\$75,000-\$99,999: 5

\$100,000+: 23

Honda Vehicle Owner:

Yes: 48

No: 135

Familiar with Honda

Odyssey: 133

Unfamiliar with Honda

Odyssey: 50

Safety Importance:

Very: 143

Somewhat: 37

Not at all: 3

Could a minivan be considered cool?

Definitely yes: 9

Probably yes: 28

Maybe: 40

Probably not: 67

Definitely not: 39

BUDGET ALLOCATION

Budget Total:	\$55,000,000
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Contingency:	\$1,650,000
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Production:	\$2,200,000
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Social Media:	\$12,150,000
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TV Ads:	\$17,000,000
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Outdoor Ads:	\$22,000,000
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OBJECTIVES, STRATEGIES & TACTICS

Campaign Objectives:

Our campaign objective is primarily to acquire more customers in a younger demographic by rebranding the Honda Odyssey.

Campaign Strategy:

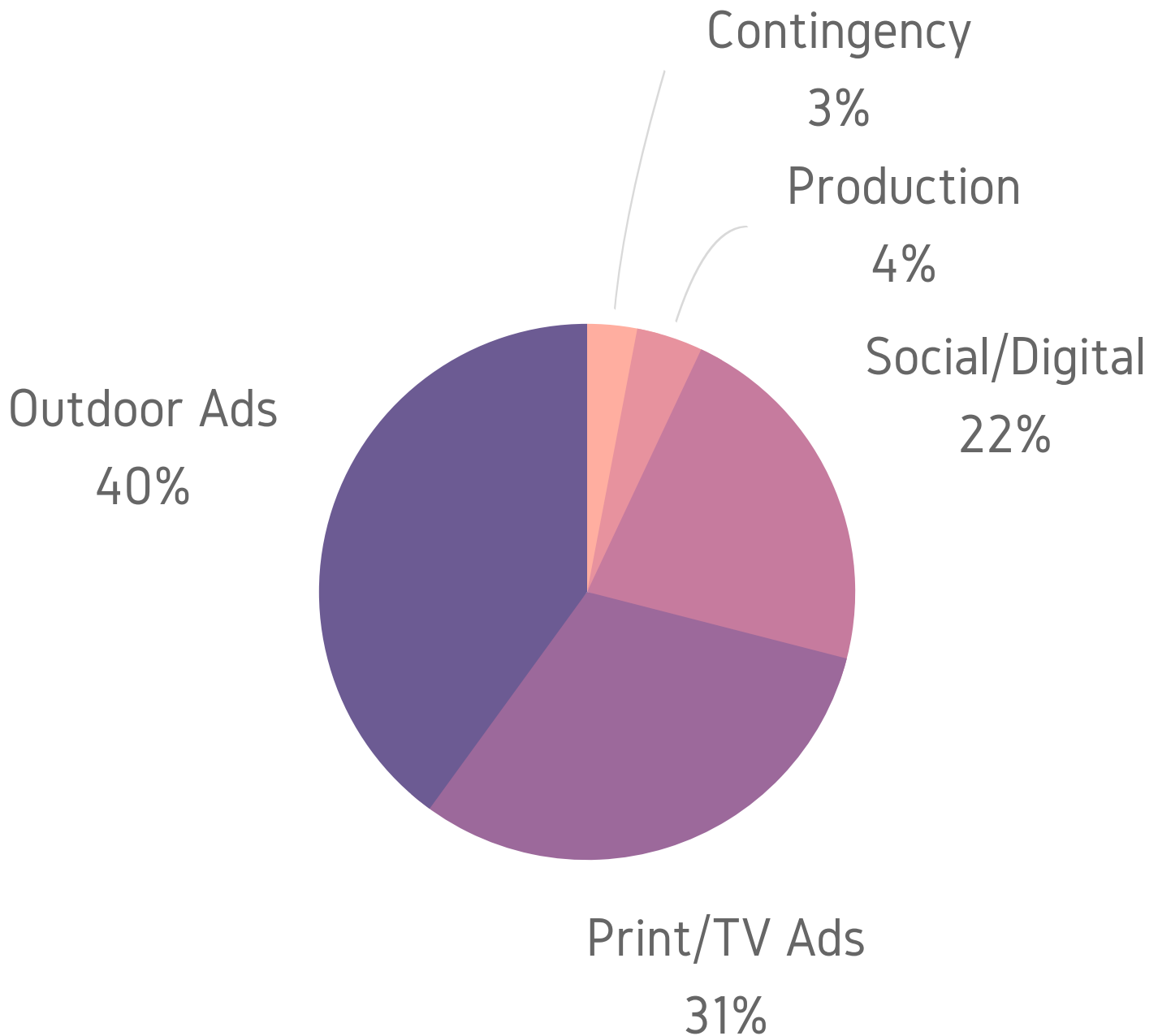
After extensive audience analysis, we are aiming to increase Honda's sales of the Odyssey minivan among married women between the ages of 18-24 and 35-44, with an average household income of \$150,000-\$199,000.

We will do this by presenting the “hip” features of the minivan, such as Apple CarPlay, to draw the desired demographic into the idea that Honda produces cars that are both practical for families, and cool for the individual driver.

Campaign Tactics:

We will employ creative marketing tactics to support Honda's brand and product recognition through advertisements on billboards, in print and television mediums, and through a social media campaign. Additionally, we will be utilizing Spotify to create a playlist to promote the Apple CarPlay feature in the Honda Odyssey. Overall, continuity and creativity will remain a constant throughout the campaign.

MEDIA MIX



PUBLIC RELATIONS

For our PR campaign, we plan to utilize outdoor, print, TV, social media and digital advertising to increase our target audience and gain exposure for the Honda Odyssey.

Our strategy is to use Spotify to create a playlist and get it trending on Facebook feeds. We will create a sponsorship through Facebook that will allow us to place the playlist on our target audience's Facebook feed. Because our target audience consists primarily of Facebook and Instagram users, we are confident that this tactic will help us achieve as many views as possible from both social media outlets. This playlist will incorporate our slogan of "still got it" for the target demographic.

The billboards are intended for potential audiences already engaged in the act of driving; this will allow us to achieve awareness on the road. Additionally, TV and print ads would target the intended demographics, ideally within magazines or channels popular among younger mothers or parents. This campaign will give us the ability to reach our target audience as well as raise public awareness for the Honda Odyssey.

CREATIVE BRIEF

Problem

- Growing competition
- Product sales

Target Audience

- Female
- aged 35-44
- Household income: \$150,000-199,000
- Married, with children

Consumer Insights

- Are familiar with the product
- Low probability of seeing the product as "cool"
- Prioritize safety

Brand Imperatives

- To convince the target audience that the Honda Odyssey is the ideal product among competitors because of its practicality, style, brand identity and safety.

Communication Objectives

- More Odyssey sales
- Increased product recognition
- Increased brand awareness
- Focused target audience

Proposition

- The Odyssey is the ideal, stylish option for the modern family.

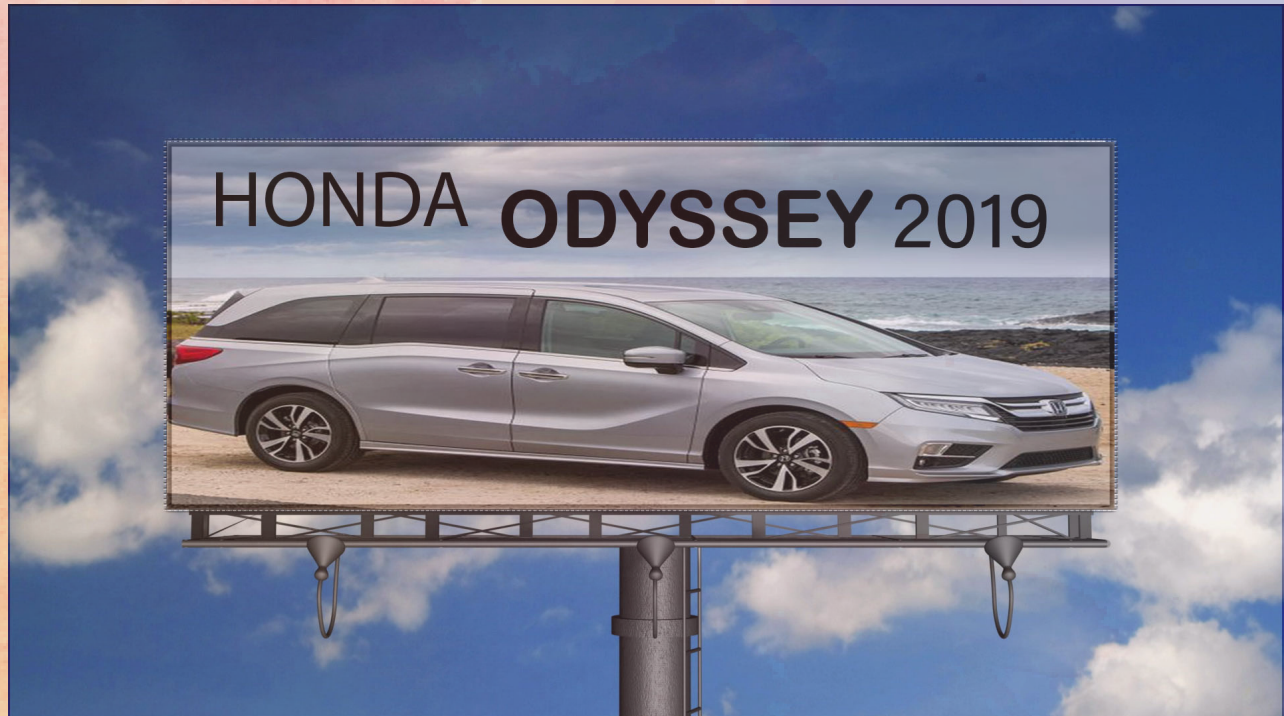
Creative Direction

- Appealing to target audience
- Colorful ads, watercolors, creative elements

Media Imperatives

- Relevant mediums (online, outdoor, TV, print, etc.)

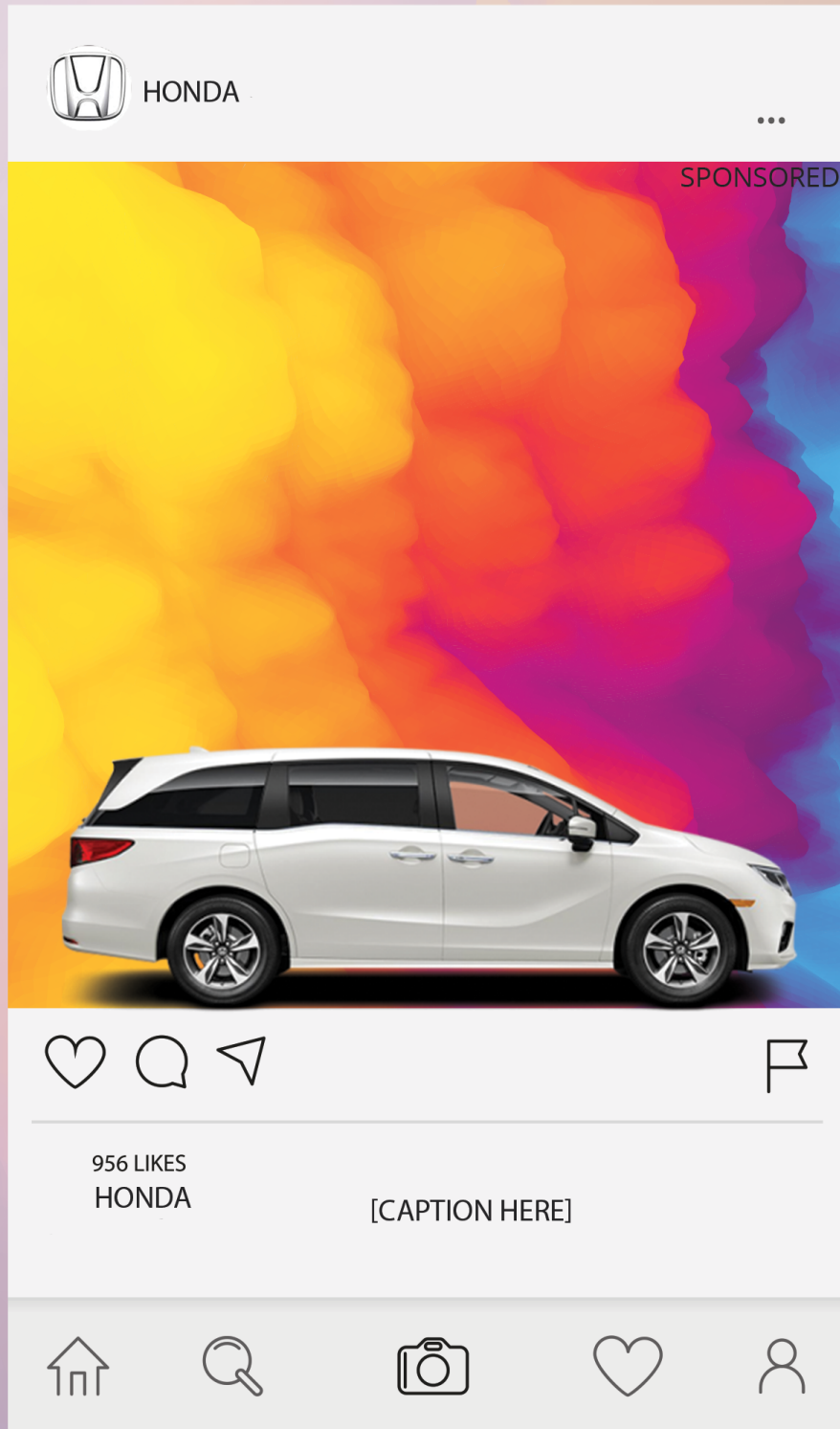
OUTDOOR ADS



PRINT ADS



SOCIAL MEDIA/DIGITAL ADS



SOCIAL MEDIA/DIGITAL ADS



Honda Odyssey

By landesw

Still got it.

27 SONGS

PLAY ON SPOTIFY

1. **24K Magic**
Bruno Mars • 24K Magic 3:45
2. **Life is a Highway**
Rascal Flatts • Me And My Gang 4:36
3. **Wide Open Spaces**
Dixie Chicks • Wide Open Spaces 3:43
4. **All I Ask**
Adele • 25 4:31
5. **All of Me**
John Legend • Love In The Future 4:29
6. **Die A Happy Man**
Thomas Rhett • Tangled Up 3:47
7. **Hotel California - Remastered**
Eagles • The Very Best Of The Eagles (Remastered) 6:31
8. **Faithfully**
Journey • The Essential Journey 4:26

SUMMARY & BIG IDEA

Who says minivans can't be cool? Honda is revamping their Odyssey minivan. The Honda Odyssey is known as a family car, but Honda has really stepped up their game this year to give it a fresh new look. They are showing consumers that the 2018 Odyssey can make them look stylish. Owning a big family car might mean that the old sports car days are over, but the Honda Odyssey brings a new and improved cool factor to its users. It allows them to be proud of that beautiful family they are hauling around on road trips and the daily carpool to school. Through the research we have conducted, we have learned that Honda values their customers and tries to improve their brand on a daily basis.

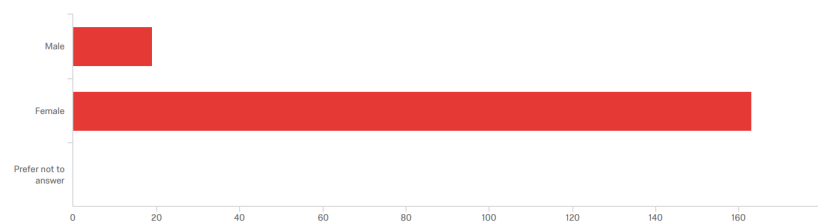
The Honda Odyssey has made a huge breakthrough in the minivan class by offering top of the line technology, spacious interior for big families, and impressive overall performance. The 2018 Honda Odyssey is completely redesigned and has an upgraded engine that is more powerful than the 2017 model. It also has 5-star overall vehicle score safety rating which is part of the U.S. Department of Transportation's New Car Assessment Program. Honda as a brand that strives to make their cars safer and more environmentally friendly each year. This campaign will allow Honda to rebrand the minivan and shine light on the fact that having a family car is "cool."

APPENDIX

Default Report

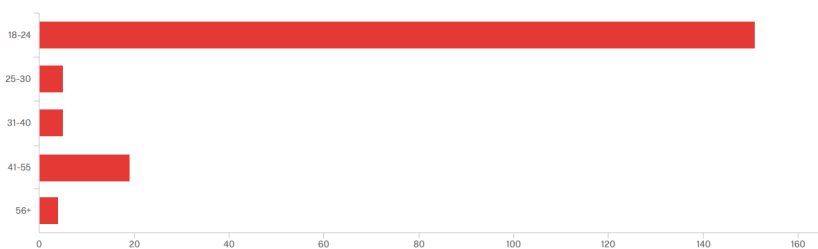
Honda Survey
April 18, 2018 3:05 PM MDT

Q1 - What is your gender?



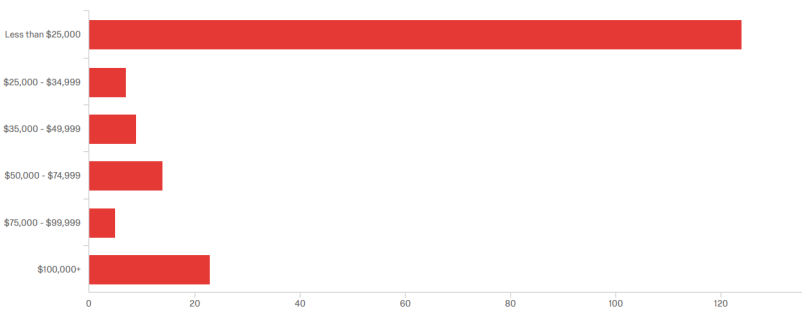
#	Field	Choice Count
1	Male	10.44% 19
2	Female	89.56% 163
3	Prefer not to answer	0.00% 0
		182

Q2 - What is your age range?



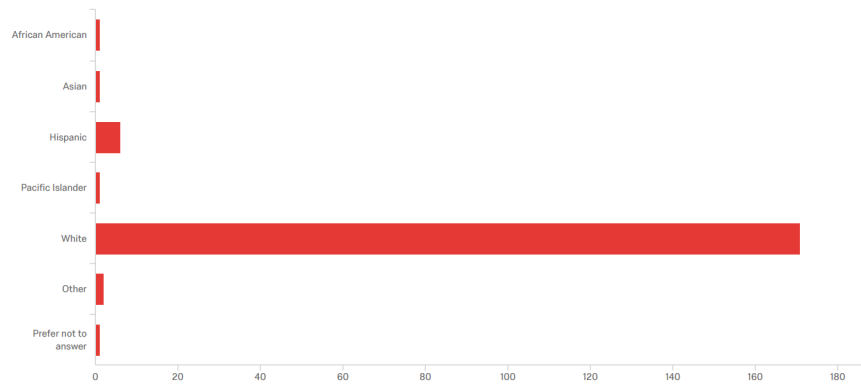
#	Field	Choice Count
1	18-24	82.07% 151
2	25-30	2.72% 5
3	31-40	2.72% 5
4	41-55	10.33% 19
5	56+	2.17% 4
		184

Q3 - What is your annual income?



#	Field	Choice Count
1	Less than \$25,000	68.13% 124
2	\$25,000 - \$34,999	3.85% 7
3	\$35,000 - \$49,999	4.95% 9
4	\$50,000 - \$74,999	7.69% 14
5	\$75,000 - \$99,999	2.75% 5
6	\$100,000+	12.64% 23

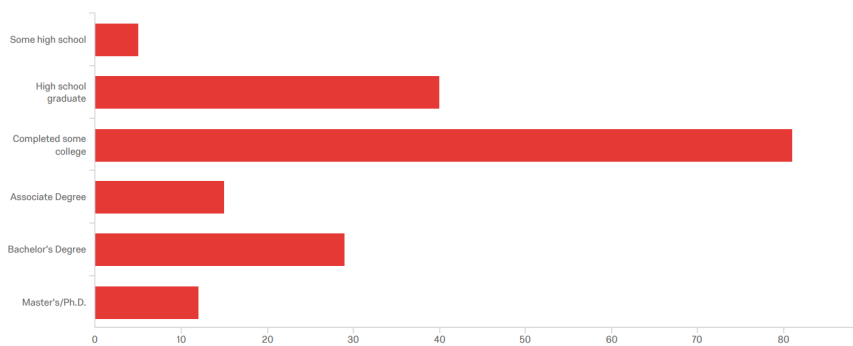
Q5 - What is your ethnicity?



#	Field	Choice Count
1	African American	0.55% 1
2	Asian	0.55% 1
3	Hispanic	3.28% 6
4	Pacific Islander	0.55% 1
5	White	93.44% 171
6	Other	1.09% 2
7	Prefer not to answer	0.55% 1

183

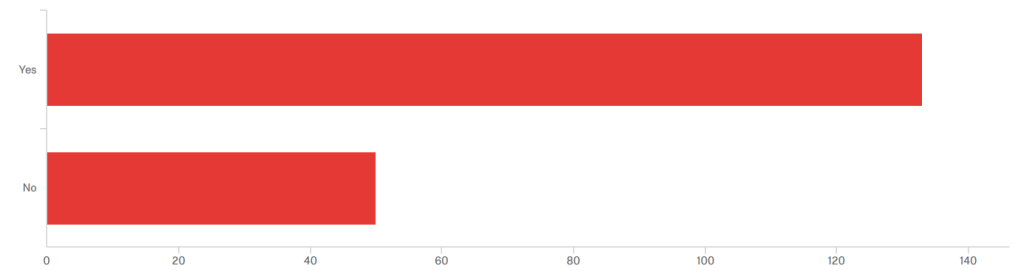
Q6 - What is your level of education?



#	Field	Choice Count
1	Some high school	2.75% 5
2	High school graduate	21.98% 40
3	Completed some college	44.51% 81
4	Associate Degree	8.24% 15
5	Bachelor's Degree	15.93% 29
6	Master's/Ph.D.	6.59% 12

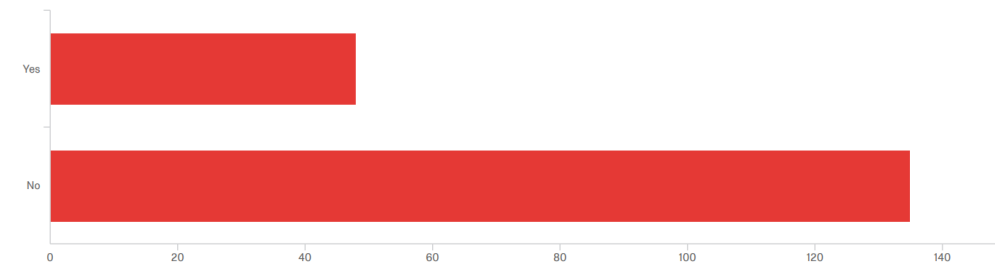
182

Q7 - Are you familiar with the Honda Odyssey?



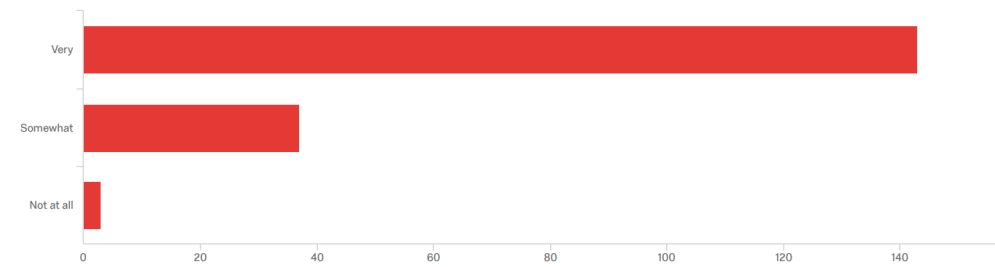
#	Field	Choice Count
1	Yes	72.68% 133
2	No	27.32% 50
		183

Q8 - Have you ever owned a Honda vehicle?



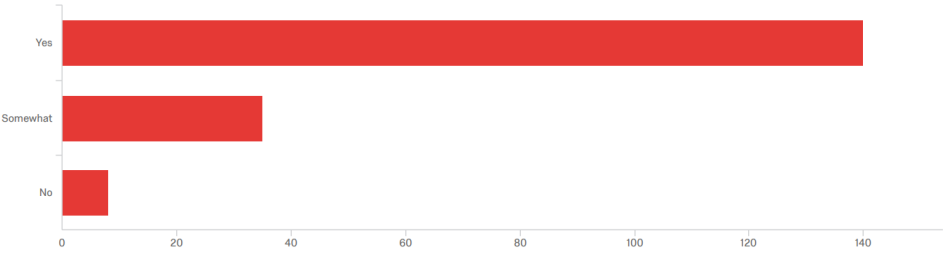
#	Field	Choice Count
1	Yes	26.23% 48
2	No	73.77% 135
		183

Q9 - How important is safety to you when purchasing a car?



#	Field	Choice Count
1	Very	78.14% 143
2	Somewhat	20.22% 37
3	Not at all	1.64% 3
		183

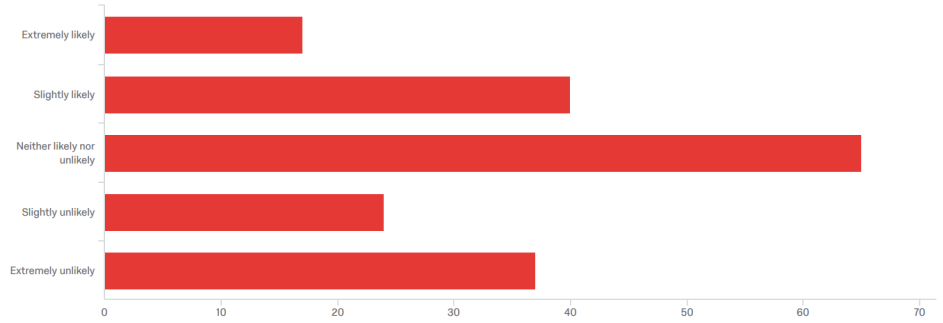
Q10 - Do you consider minivans to be family vehicles?



#	Field	Choice Count
1	Yes	76.50% 140
2	Somewhat	19.13% 35
3	No	4.37% 8

183

Q11 - How likely are you to own a Honda vehicle in the future?

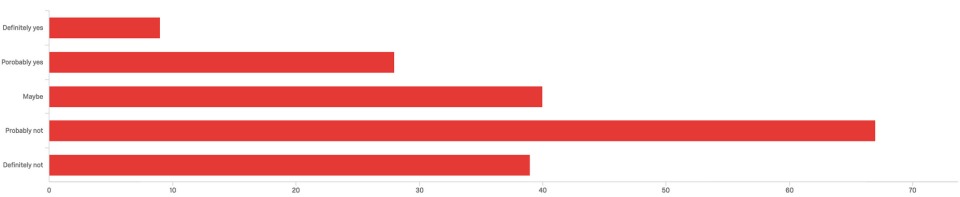


#	Field	Choice Count
1	Extremely likely	9.29% 17
2	Slightly likely	21.86% 40
3	Neither likely nor unlikely	35.52% 65
4	Slightly unlikely	13.11% 24
5	Extremely unlikely	20.22% 37

183

Q13 - Do you think that a minivan could ever be considered "cool"?

Page Options



#	Field	Choice Count
1	Definitely yes	4.92% 9
2	Probably yes	15.30% 28
3	Maybe	21.86% 40
4	Probably not	36.61% 67
5	Definitely not	21.31% 39

183

